



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY

Washington, D.C. 20503

August 29, 2011

The Honorable Gary Peters
United States House of Representatives
1609 Longworth House Office Building
Washington, D.C. 20515

Dear Representative Peters:

I am pleased to share the Fiscal Year (FY) 2011 Drug Free Communities (DFC) Support Program awards issued by the Office of National Drug Control Policy (ONDCP) to community coalitions in Michigan's 9th District. These coalitions are part of a national cohort of 87 new and 607 Continuation grantees across the Nation. With the premise that local problems need local solutions, the DFC program is designed to support communities as they mobilize individuals and organizations to reduce youth substance use. Based on the national evaluation of the DFC program, we know that DFC-funded communities are succeeding at reducing youth alcohol, tobacco, and marijuana use. Simply put, community ownership of local youth alcohol and other drug problems and community involvement in preventing substance use are critical components of the effort to prevent youth substance use nationwide and a priority of the *National Drug Control Strategy*.

For FY2011, the new DFC grantees represent a total Federal investment of more than \$12 million in grants. Continuation grants represent a total Federal investment of \$76 million. ONDCP is also awarding twenty new DFC Mentoring grants totaling \$1.4 million and providing a final year of funding for 12 Continuation DFC Mentoring grants totaling \$900,000. These grants are awarded to existing DFC grantees to assist new coalitions in building the capacity necessary to apply for DFC funding on their own in the future. DFC is a matching Federal grant, with each community providing a minimum of a one-to-one match in local funding for each Federal dollar awarded, thus doubling the Government's investment while leveraging local support.

To help you share this good news with your constituents, I am attaching the contact information and abstracts for your grantees, as well as a sample news release for customization in your district. We encourage you to directly inform your local leaders about their success in what was one of the most competitive processes in the history of the DFC Program with 452 applications received.

I am also enclosing a national news release that will be made public on Monday, August 29th and map of our 694 DFC and 32 DFC Mentoring grants funded this cycle. If you have any questions, please feel free to contact me directly at (202) 395-6700, or have your staff contact Rob Reed, Acting Director of ONDCP's Office of Legislative Affairs, at (202) 395-6912.

Respectfully,

R. Gil Kerlikowske
Director

Enclosures

Grant Award #SP018455-06

Coalition Name: Royal Oak Prevention Coalition

Grantee Name: Royal Oak Prevention Coalition

Coalition Community: City of Royal Oak

Grantee Contact Name: Diane Dovico, Program Director

Grantee Contact Mailing Address: 1500 N. Stephenson Hwy, Royal Oak, MI 48067

Grantee Contact E-Mail Address: ddovico@royaloakcommunitycoalition.com

Grantee Contact Phone/Fax Number: 248-546-7622

Coalition Contact Name: Diane Dovico, Program Director

Coalition Contact Mailing Address: 1500 N. Stephenson Hwy, Royal Oak, MI 48067

Coalition Contact E-Mail Address: ddovico@royaloakcommunitycoalition.com

Coalition Phone/Fax Number: 248-564-7622

**Royal Oak Prevention Coalition
Michigan
Serving Congressional Districts #9, 12**

The Royal Oak Prevention Coalition (also known as Royal Oak Community Coalition) was awarded a \$125,000 Drug Free Communities Support Program FY 2011 grant by the White House Office of National Drug Control Policy (ONDCP) and the Substance Abuse and Mental Health Services Administration (SAMHSA). The Coalition serves Royal Oak, MI, an urban area with a population of 57,984.

The goals of the Coalition are: (1) establish and strengthen collaboration among Royal Oak Prevention Coalition's partner organizations in support of the community's effort to prevent and reduce youth substance use; and (2) reduce substance use among youth in Royal Oak, MI, and over time, reduce substance abuse among adults by addressing community issues that decrease risk factors linked to substance use and promote protective factors that insulate youth from using alcohol, tobacco and other drugs.

The Coalition will achieve its goals by implementing these strategies:

- (1) Strengthen partner efforts and capacity that support drug-free life-styles.
- (2) Encourage the examination and implementation of policies and practices that increase barriers to access alcohol, tobacco, marijuana. and other substances aimed at youth.
- (3) Marshal a social marketing campaign aimed at building protective factors known to foster a drug-free community.

Grant Award #SP018322-01

Coalition Name: North Oakland Community Coalition

Grantee Name: North Oakland Community Coalition

Coalition Community: Village of Lake Orion and Orion Township

Grantee Contact Name: Julie Brenner

Grantee Contact Mailing Address: 589 Kentwood Court, Lake Orion, MI 48362

Grantee Contact E-Mail Address: juliebrenner@northoaklandcoalition.org

Grantee Contact Phone/Fax Number: 248-520-3786

Coalition Contact Name: Julie Brenner

Coalition Contact Mailing Address: PO Box 361, Lake Orion, MI 48361

Coalition Contact E-Mail Address: juliebrenner@northoaklandcoalition.org

Coalition Phone/Fax Number: 248-520-3786

**North Oakland Community Coalition
Michigan
Serving Congressional Districts #8, 9**

The North Oakland Community Coalition was awarded a \$125,000 Drug Free Communities Support Program FY 2011 grant by the White House Office of National Drug Control Policy (ONDCP) and the Substance Abuse and Mental Health Services Administration (SAMHSA). The Coalition serves the Village of Lake Orion, Orion Township, Village of Oxford, and Oxford Charter Township, MI, an urban area with a population of 36,178.

The goals of the Coalition are: (1) establish and strengthen collaboration among the North Oakland Community Coalition's partner organizations in support of the community's effort to prevent and reduce youth substance use; and (2) reduce substance use among youth in the Village of Lake Orion and Orion Township, MI, and, over time, reduce substance abuse among adults by addressing the issues in our community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse.

The Coalition will achieve its goals by implementing these strategies:

- (1) Increase collaboration with all the community sectors.
- (2) Expand member training and education and volunteer participation.
- (3) Create and implement a data/DFC plan monitoring task force.
- (4) Create and implement a fund development plan.
- (5) Enhance cultural competence and community awareness of the Coalition.
- (6) Reduce accessibility of alcohol to minors by changing the local condition that youth are taking alcohol from family members.

Grant Award #SP018240-06

Coalition Name: Birmingham Bloomfield Community Coalition

Grantee Name: Birmingham Bloomfield Community Coalition

Coalition Community: Birmingham and Bloomfield Hills Public School Districts in Oakland County, MI

Grantee Contact Name: Carol Mastroianni

Grantee Contact Mailing Address: 1525 Covington Road, Bloomfield Hills, MI 48301

Grantee Contact E-Mail Address: cmastroianni@bbcoalition.org

Grantee Contact Phone/Fax Number: 248-203-4615/248-203-4529

Coalition Contact Name: Carol Mastroianni

Coalition Contact Mailing Address: 1525 Covington Road, Bloomfield Hills, MI 48301

Coalition Contact E-Mail Address: cmastroianni@bbcoalition.org

Coalition Phone/Fax Number: 248-203-4615/248-203-4529

**Birmingham Bloomfield Community Coalition
Michigan
Serving Congressional Districts #9, 12**

The Birmingham Bloomfield Community Coalition (BBCC) was awarded a \$125,000 Drug Free Communities Support Program FY 2011 grant by the White House Office of National Drug Control Policy (ONDCP) and the Substance Abuse and Mental Health Services Administration (SAMHSA). The Coalition serves Bloomfield and Birmingham, MI, a suburban area with a population of 124,808.

The goals of the Coalition are: (1) establish and strengthen collaboration among BBCC's partner organizations in support of the community's effort to prevent and reduce youth substance use; and (2) reduce substance use among youth in Birmingham and Bloomfield, MI, and, over time, reduce substance abuse among adults by addressing the issues in our community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse.

The Coalition will achieve its goals by implementing the following strategies:

- (1) Combat the community's view of youth substance use as socially normal.
- (2) Reduce the risk of use of substances by youth, especially alcohol and marijuana.
- (3) Bring the entire community together to collaborate on a communitywide issue.

Grant Award #SP014252-06

Coalition Name: Tri Community Coalition

Grantee Name: Berkley School District

Coalition Community: Berkley, Huntington Woods, and Oak Park

Grantee Contact Name: Larry Gallagher

Grantee Contact Mailing Address: 14700 W. Lincoln, Oak Park, MI 48237

Grantee Contact E-Mail Address: lgallagher@berkley.k12.mi.us

Grantee Contact Phone/Fax Number: 248-837-8028/248-544-5835

Coalition Contact Name: Judy Rubin

Coalition Contact Mailing Address: 14700 W. Lincoln, Oak Park, MI 48237

Coalition Contact E-Mail Address: jsrtricom@tricomcommunitycoalition.org

Coalition Phone/Fax Number: 248-837-8008/248-544-5835

**Tri Community Coalition
Michigan
Serving Congressional Districts #9, 12**

The Tri Community Coalition was awarded a \$125,000 Drug Free Communities Support Program FY 2011 grant by the White House Office of National Drug Control Policy (ONDCP) and the Substance Abuse and Mental Health Services Administration (SAMHSA). The Coalition serves the cities of Berkley, Huntington Woods, and Oak Park, MI with a population of 51,475.

The goals of the Coalition are: (1) establish and strengthen collaboration among the Tri Community Coalition's partner organizations in support of the communities' efforts to prevent and reduce youth substance use; and (2) reduce substance use among youth in Berkley, Huntington Woods, and Oak Park, MI, and, over time, reduce substance abuse among adults by addressing the issues in our community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse.

The Coalition will achieve its goals by implementing these strategies:

- (1) Use social marketing campaigns and strict enforcement to reduce underage access to alcohol.
- (2) Use social marketing campaigns to increase parental disapproval of underage drinking.
- (3) Use social marketing campaigns to increase youth perception that alcohol use is harmful.
- (4) Use social marketing campaigns to increase youth perception of risk and harm, to increase youth perception of parental and peer disapproval of illegal marijuana use.
- (5) Change consequences of use and distribution by increasing marijuana enforcement.
- (6) Use social marketing campaigns to increase parent and youth perception of risk and disapproval of illegal prescription drug use.
- (7) Use social marketing campaigns to increase youth perception of disapproval by parents and peers of illegal prescription drug use.
- (8) Use a social marketing campaign to reduce access to illegal prescription drugs.

DFC Continuation Grantee in the 9th Congressional District of Michigan

- Application Number - 5 SP014258-05:
 - Grantee Name: GREATER W BLOOMFIELD CMTY COAL FOR YTH
 - Coalition Name: Greater West Bloomfield Community Coalition for Youth
 - Coalition City: West Bloomfield
 - Coalition State: MI
 - Coalition Congressional District Served: 09
 - Grant Amount: \$100,000



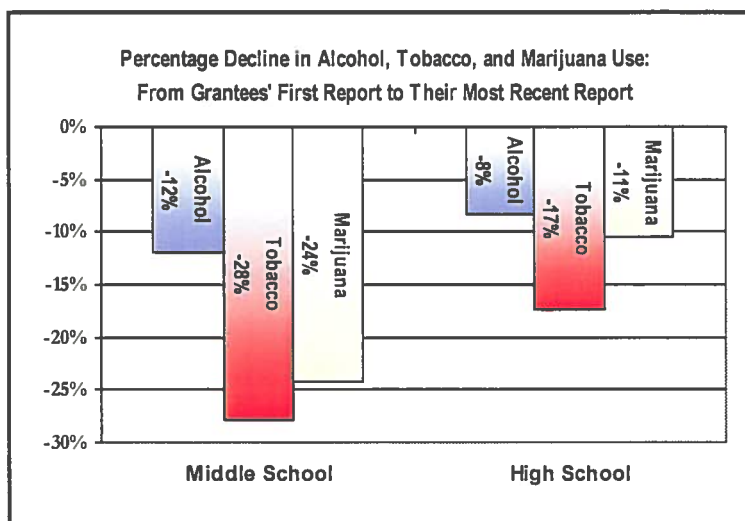
National Evaluation of the Drug Free Communities Support Program Summary of Findings from January 2002 through November 2009

The goals of the Drug Free Communities Support Program (DFC) are to strengthen community collaboration and to reduce youth substance use.

Administered by the Office of National Drug Control Policy (ONDCP), in partnership with the Substance Abuse and Mental Health Services Administration (SAMHSA), the DFC grant program supports community coalitions in preventing and reducing youth substance use. The contributions of community coalitions constitute a critical part of the Nation's drug prevention infrastructure. They are, in fact, a significant catalyst for creating local change where drug problems manifest and affect the citizens of this country. DFC grantees are required to provide data for the national evaluation of DFC, and a summary of findings from these grantee-reported data follows.

What Have We Found So Far?

- Rates of Substance Use Have Declined Significantly in DFC Communities:** Past 30-day use declined significantly across all substances (alcohol, tobacco, marijuana) and all grade levels (middle school, high school) between DFC coalitions' first and their most recent data report. Moreover, prevalence of 30-day use was lower across all substances for DFC high school students than among a nationally-representative sample of high school students taking the Youth Risk Behavior Survey (YRBS). Differences in prevalence of 30-day use between DFC and YRBS were statistically significant for alcohol in 2003, 2005, 2007, and 2009. Differences in prevalence of 30-day use were also statistically significant for marijuana in 2003, 2005, and 2007, but not in 2009.



- Perceptions of Substance Use are Moving Significantly in the Right Direction:** Perception of risk increased significantly for alcohol, tobacco and marijuana use among DFC youth between DFC coalitions' first report and most recent report. Moreover, youth perception of parental disapproval increased significantly for alcohol, tobacco and marijuana use over the same period.

Recent Trends

The following trends were observed among grantees that reported outcome data in 2009. Because DFC grantees are required to report outcome data every two years, these recent trends are based on data from roughly half of DFC grantees.

- High School Tobacco Use Continues to Decline Significantly in DFC Grantee Communities:** Between DFC grantees' 2009 data report and their previous report (typically from 2007), high school tobacco use declined significantly (-1.8 percentage points). Changes in 30-day use of alcohol and marijuana were not statistically significant over the same period.
- Perceptions of Risk of Marijuana Use Are Declining:** In 2009, DFC grantees reported a statistically significant decline in the perception of risk of marijuana use in both middle school (-2.3 percentage points) and high school (-4.8 percentage points). Although 30-day use of marijuana at the middle school and high school level did not change significantly in 2009, it is nonetheless important to carefully monitor this trend since declines in perception of risk have been shown to predict increases in substance use.

As with any evaluation, the DFC evaluation has a number of limitations that may affect the results. Because of these limitations and the uncertainty they produce, we cannot claim a causal relationship between DFC coalition activities and the outcomes reported here. However, the results are consistent with our expectation that DFC is effective when the program has been implemented as intended.

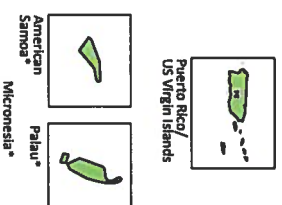
ONDCP | DFC National Outcome Evaluation Status Update

*ONDCP seeks to foster healthy individuals and safe communities
by effectively leading the Nation's effort to reduce drug use and its consequences*

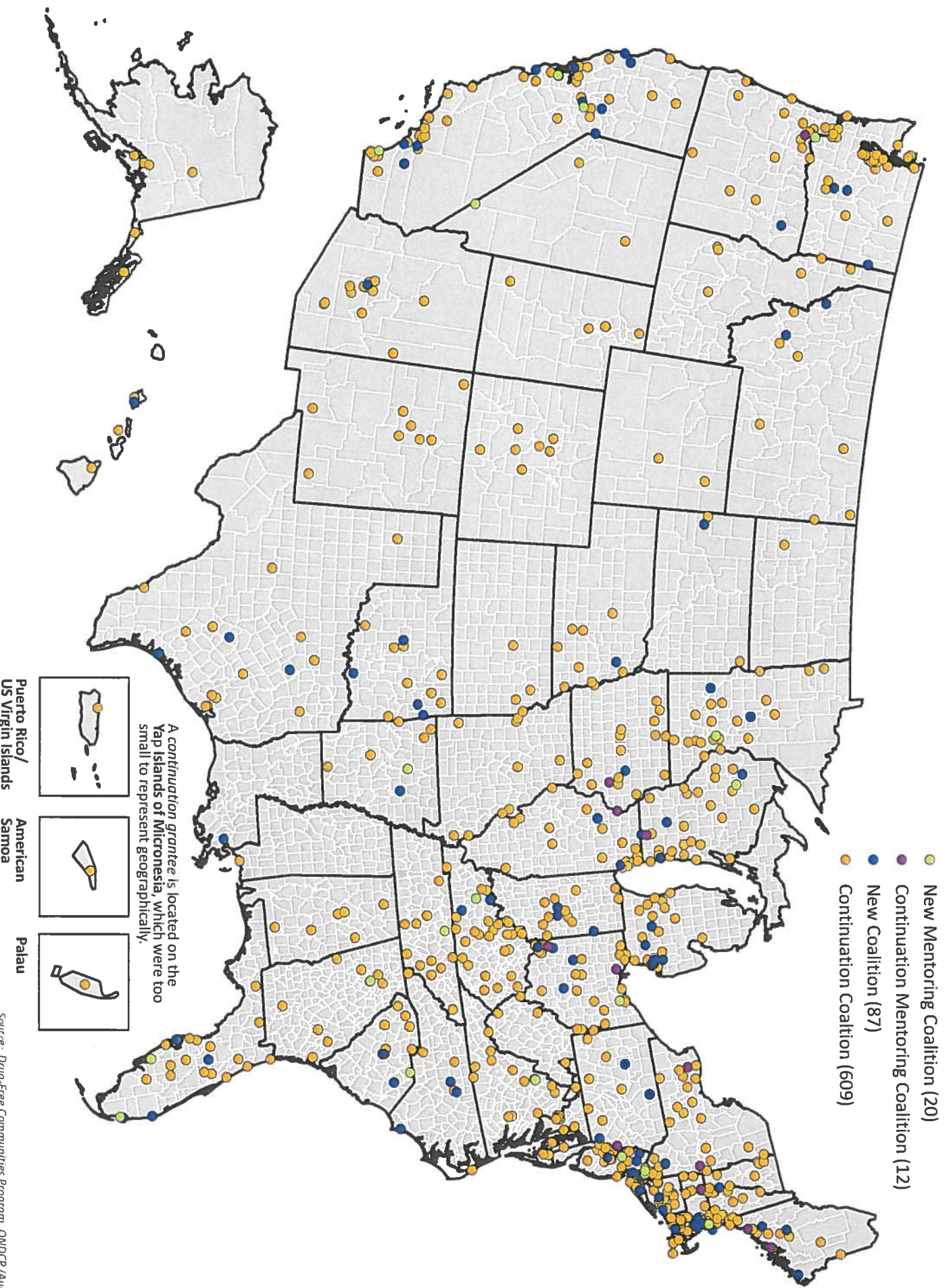
Legend:

- Green box: Congressional districts that contain at least one DFC
- White box: Congressional districts that do not contain a DFC
- Black outline: State boundaries

*Territory that also has a DFC grantee for FY 2011



Drug Free Communities Program Grantees for Fiscal Year 2011





**EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY**
Washington, DC 20503

FOR IMMEDIATE RELEASE:
Monday, August 29th, 2011

Contact: ONDCP Public Affairs
MediaInquiry@ondcp.eop.gov 202-395-6618

White House Drug Policy Office Awards More Than \$88 Million to Local Communities to Prevent Youth Substance Use

(Washington, D.C.) – Gil Kerlikowske, Director of National Drug Control Policy (ONDCP), today announced \$12.3 million in new Drug Free Communities Support Program (DFC) grants to 87 communities and 20 new DFC Mentoring grants across the country. The awards announced today are in addition to the nearly \$76 million in Continuation grants simultaneously released to 607 currently funded DFC coalitions and twelve DFC Mentoring Continuation coalitions. These grants provide community coalitions needed support to prevent and reduce youth substance use.

“The most powerful tool we have to address our Nation’s drug problem is preventing it before it even begins,” said Director Kerlikowske. “Research shows that every dollar invested in drug education and prevention programs saves up to ten dollars in costs related to treatment for substance use. President Obama understands how the hard work of local community leaders, youth, parents, educators, healthcare professionals, faith-based leaders, law enforcement officials, and others can strengthen communities and save kids’ lives.”

The 2011 competition showed a dramatic increase in coalitions serving urban areas (74% of new competing awards) and the program reflects a near balance in urban/rural grants with 43% of total grants serving urban populations and 47% serving rural. For 2011, 56 grants report serving Native American/American Indian populations, representing eight percent of the total DFC awards.

The Drug Free Communities program is directed by the White House Office of National Drug Control Policy, in partnership with the Substance Abuse and Mental Health Services Administration (SAMHSA). The DFC program provides grants of up to \$625,000 over five years to community coalitions that facilitate youth and adult participation at the community level in local youth drug prevention efforts, including prescription drug diversion and prevention initiatives, as well as underage drinking prevention programs. Coalitions are comprised of community leaders, parents, youth, teachers, religious and fraternal organizations, health care and business professionals, law enforcement, and the media. Data show that communities receiving DFC funding have seen significant reductions in past 30-day use of alcohol, tobacco, and marijuana among middle and high school students.

The 87 new grantees were selected from 452 applicants through a competitive, peer-reviewed process. To qualify for these matching grants, all awardees must have at least a six-month history of working together on youth substance use reduction initiatives, have representation from 12 required sectors of the community, develop a long-term plan to reduce youth substance use, and participate in the National Evaluation of the DFC program.

The DFC program was created by the Drug Free Communities Act of 1997, and was reauthorized by Congress in 2001 and 2006. Since 1998, ONDCP has awarded nearly 2,000 Drug Free Communities grants to local communities in all 50 states, the District of Columbia, Puerto Rico, Guam, Palau, American Samoa, the U.S. Virgin Islands and the Federated States of Micronesia.

Overall drug use in the United States has dropped substantially over the past thirty years. To build on this progress and support a public health approach to drug control outlined in the *Strategy*, the Obama Administration has committed over \$10 billion drug prevention programs and support for expanding access to drug treatment for addicts.

More information about the Drug Free Communities Support Program is available at:
www.whitehousedrugpolicy.gov/dfc

The Office of National Drug Control Policy seeks to foster healthy individuals and safe communities by effectively leading the Nation's effort to reduce drug use and its consequences.

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[Insert Letterhead]

FOR IMMEDIATE RELEASE:
DATE, August XX, 2011

Contact: [Contact Name]
[Contact Telephone]

White House Drug Policy Director Awards \$88.2 Million to Local Communities to Prevent Youth Substance Use

(Washington, D.C.) – Gil Kerlikowske, Director of National Drug Control Policy (ONDCP), today announced \$12.3 million in new Drug Free Communities Support Program (DFC) grants to 87 communities and 20 new DFC Mentoring grants across the country. The awards announced today are in addition to the nearly \$76 million in Continuation grants simultaneously released to 607 currently funded DFC coalitions and twelve DFC Mentoring Continuation coalitions. [COALITION NAME] from [CITY/STATE] was one of the grant recipients, and will receive \$[AMOUNT] in DFC grant funds to involve and engage their local community to prevent and reduce substance use among youth.

“Efforts to keep our youth drug free are critical to healthy and safe communities here in [CITY].” said [COALITION REPRESENTATIVE]. “The Drug Free Communities program recognizes the great potential of [COALITION NAME] to help save lives of youth. This new funding will allow [COALITION NAME] to mobilize and organize their community to prevent and reduce youth substance use.”

ONDCP Director Gil Kerlikowske said, “Data show that community efforts to reduce youth substance use through the DFC program are effective. I commend coalitions like [COALITION NAME], who work tirelessly to prevent and reduce youth drug use across the Nation.”

“Action at the community level and kitchen tables drives rates of substance abuse down,” said SAMHSA Administrator Pamela S. Hyde, J.D. “SAMHSA is pleased to join the Office of National Drug Control Policy in supporting coalitions like [COALITION NAME] that are bringing citizens together to create healthy and drug-free environments for children

The Drug Free Communities program is directed by the White House Office of National Drug Control Policy, in partnership with the Substance Abuse and Mental Health Services Administration. The DFC program provides grants of up to \$625,000 over five years to community coalitions that facilitate citizen participation in local drug prevention efforts. Coalitions are comprised of community leaders, parents, youth, teachers, religious and fraternal organizations, health care and business professionals, law enforcement, the media, and others working together at the local level.

[COALITION NAME] was one of 87 new grantees selected from 452 applicants through a competitive, peer-reviewed process. To qualify for matching grants, all awardees must have at least a six-month history of working together on substance abuse reduction initiatives, have representation from 12 specific sectors of the community, develop a long-term plan to reduce substance abuse, and participate in the national evaluation of the DFC program.

[COALITION NAME] will specifically work to address [brief description of drug threat].

The DFC program was created by the Drug Free Communities Act of 1997, and was reauthorized by Congress in 2001 and 2006. Since 1998, ONDCP has awarded nearly 2,000 Drug Free Communities

grants to local communities in all 50 states, the District of Columbia, Puerto Rico, Guam, Palau, American Samoa, the U.S. Virgin Islands and the Federated States of Micronesia.

More information about the Drug-Free Communities Program is available at:
www.whitehousedrugpolicy.gov/dfc